

BOOMERANG

4As Membership Accreditation Programme

UPDATE NO.4 AUGUST 2024



360° Benefits

"WHAT GOES AROUND COMES AROUND."

"YOU GET WHAT YOU GIVE."

"YOU REAP WHAT YOU SOW."

"ALL FOR ONE AND ONE FOR ALL."

You get the picture.

In a continuous effort to strengthen our advertising industry, the 4As have initiated the Boomerang Membership Accreditation Programme. Building on the core idea, that when there is action, there will be reaction. With each member's active participation and contribution, the benefits are reaped.

COLLECTIVELY.

OBJECTIVE

To invest in the future prosperity of the advertising industry and lift its professional standing through a simple yet rigorous membership accreditation programme.



WHY ACCREDITATION?

For Agencies

- Promote a culture which respects and values talent within our industry.
- Improve the professional standing of 4As Member Agencies.

For Marketers

- Give the marketing community added trust and confidence in 4As Member Agencies.
- Assist in Agency selection and tendering shortlists.

For Talents

- Encourage Agencies to provide continuous development opportunities for its employees.
- Make Advertising a more attractive and stable career option.



WHY IS IT IMPORTANT?

- To remain in membership, all 4As Member Agencies must annually achieve the required criterias for Accreditation.
- Members must demonstrate their commitment in achieving the required Boomerang Membership Accreditation Programme (BMAP) Points and manifest that continuous professional development is part of their culture.
- Better trained and more knowledgeable Agency employees reduces the chances of costly mistakes.
- Providing personal development for employees is a great retention tool.

* BMAP points subject to be prorated according to member's time of joining.



MECHANICS

The BMAP Points comprise of two key factors:

Training & HR Development

Training programmes conducted by 4As and those programmes endorsed by the 4As would be accorded BMAP Points by the Training Credits Committee.

Service & Participation

As part of our commitment to the profession, Members are encouraged to be actively involved in our industry. Members are also encouraged to participate in the activities of the association such as attending our AGMs/EGMs/BGMs, meetings in respect of industry issues, Kancil Awards, Effie Awards shows via entry submission, selected for jury duties, or co-opted for industry projects or attendance at 4As networking events.



MECHANICS

Training

4As conducted programs	→	Up to 200 points
Independent training providers	→	Up to 80 points

*Service & Participation

AGM/EGM/BGM	→	150 points
Co-opted for special projects	→	50 points
Jury for Kancil/Effie	→	50/90 points
Guest Lecture	→	50 points
Kancil submission per entry	→	20 points
Effie submission per entry	→	80 points
Elected to Council	→	20 points per meeting
Internship (3 Months or above)	→	30 points
Internship (Less than 3 Months)	→	20 points

* BMAP points subject to the approval of the
4As Training Credits Committee.

Agencies are required to achieve the following in order to renew their Membership:

Less than 15 staff	→	150 points
More than 15 but less than 25 staff	→	200 points
More than 25 but less than 75 staff	→	400 points
More than 75 staff	→	750 points



RULES OF ENGAGEMENT

- The reporting period for accumulation of BMAP Points is from April to March of each year.
- Members will be reminded half yearly that they must take action to achieve their required BMAP Points.
- Members need to regularly update their BMAP Points on the Boomerang Portal. Supporting documentation such as training invoice, attendance, brochure to be uploaded to show proof.
- If a Member does not achieve the required BMAP Points – the 4As Training Credits Committee will refer the matter to the Council for a decision on membership renewal.
- Trainers and training organizations can apply for BMAP Points for programmes they believe are relevant for Advertising Agencies.
- Members can also apply for BMAP Points for other workshops / seminars that employees have attended. Approval of BMAP Points is subject to the approval of the 4As Training Credits Committee.
- No training will receive higher BMAP Points than a certified 4As training programme.
- Excess BMAP Points acquired in one reporting period cannot be carried over to the next reporting period.



PROGRAM GUIDELINE

These guidelines apply to programmes being evaluated for the award of BMAP Points:

- Speaker / trainer must have proven industry experience in marketing, branding, advertising and related marketing communication areas.
- Speaker / trainer must have proven experience in conducting training sessions and workshops.
- The programme should ideally be HRDF claimable.
- Programme is encouraged to be a minimum of 1 day over a period of 8 hours.
- Content outline needs to be vetted and endorsed by the 4As Training Credits Committee, whose decision is final.

*These guidelines may be updated from time to time.

